

aws marketplace

Domo

# Reviews, tips, and advice from real users



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# Product Recap



Domo

# Domo Recap

Domo is a cloud-based, mobile-first BI platform that helps companies drive more value from their data by helping organizations better integrate, interpret and use data to drive timely decision making and action across the business. The Domo platform enhances existing data warehouse and BI tools and allows users to build custom apps, automate data pipelines, and make data science accessible for anyone through automated insights that can be shared with internal or external stakeholders.

Find more information on The [Business Cloud](#) Here.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Domo is a local company, and I have found it to be rock solid.”



**Verified user**

Technical Project Manager at a educational organization with 201-500 employees



“Domo's real-time insights and customizable alerts are one of their better features.”



**Kenneth Lines**

Senior Director of Data Analytics at a educational organization with 201-500 employees



“The most valuable feature currently is the self-service BI availability in Domo. I would say the data file fabric solutions where the users themselves are responsible for generating their own reports.”



**Sumit Chakraborty**

Vice President at Indium Software - Independent Software Testing Company



“The solution is highly stable.”



**Ajeet-Sachan**

Architect at Sony Pictures Entertainment



“We have found securing data valuable because it allows us to provide information without identifying individuals.”



**Ron Splittgerber**

Rice Board of Directors and Kualie Coeus Functional Council at a university with 5,001-10,000 employees



“The best feature of Domo is that it's completely on the cloud. I also like that you can handle data end-to-end without having to depend on multiple tools. Another specific feature I like the most about Domo is Magic ETL because, through it, you can do all your expression, transformation, and loading activities very smoothly. The tool also follows the lineage concept, so you can understand what kind of transformations took place on a particular data set. You can find end-to-end data from the source until it has become the final output or the final data set. Whatever happened to a particular data set, you can understand it through the Domo lineage, and that isn't possible in most of the tools available in the market, but in Domo, that's available. The tool is also solid and because it's on the cloud, it uses multiple data engineering in the backend and multiple algorithms in the back, behind the scenes, resulting in a great performance. For example, if an end user such as the CEO or COO opens a report or the dashboard and it takes more than ten seconds, the end user won't be interested in looking at that report or dashboard, but Domo enables better performance and there's usually no performance issues from that tool.”



**NaveenKumar24**

Founder & CEO at GWC



“In general, Domo is very powerful and very easy to use, relatively speaking.”



**James John Wilson**

Business Development Manager at Freelancer

What users had to say about valuable features:

“Domo is a local company, and I have found it to be rock solid. I have been using it for four years and have been able to extract the information I need from it..”

**Verified user**

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Technical Project Manager at a educational organization with 201-500 employees

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“The dashboarding itself was pretty easy. So both the front and the back end were positive in this case. Domo focuses very heavily on being able to get data out of the Microsoft domain which is helpful as it was automated..”

**BrianKing**

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Independent IT consult at Kings adventure centure

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“The solution's most valuable feature is the maps tool. It gives a holistic view of geographics. Apart from it, the feature that identifies the sizing of components based on the distribution volume helps us too. In addition, the solution's ability to update the overall visualization each time a new filter is applied is also the best feature..”

**Ajeet-Sachan**

Architect at Sony Pictures Entertainment

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“Domo is very strong.

In general, Domo is very powerful and very easy to use, relatively speaking. And so I didn't have a lot of complaints. I'm unsure if I was fully tasking it and stressing the Domo system..”

**James John Wilson**

Business Development Manager at Freelancer

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“All our client SLAs and daily and weekly dashboards are tracked on Domo. Since all our SLAs are available on Domo, we use it to predict whether we will meet our SLAs. The solution has the flexibility of using multiple connectors. We write our custom code to integrate with Domo and then generate insights. The solution's integration is very easy and friendly, and anybody can learn it..”

**KiranMarri**

Senior Vice President and Chief Scientist at CSS Corp

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“The places we use Domo the most have built-in data governance. Being able to define the data as it's coming in and keep those definitions constant, being able to show where the data is stored and how the data is processing in has been valuable. The cloud connections have been really handy. Being able to tap in and pull data from various data sources has been useful. The monitoring of how many credits we've consumed is also a good feature.

Domo's real-time insights and customizable alerts are one of their better features. I really appreciate the alerts and identification of problems. We have to build that in addition when we move over to Sigma and put thought to it..”

**Kenneth Lines**

Senior Director of Data Analytics at a educational organization with 201-500 employees

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# Other Solutions Considered

“We previously used a different solution called Tableau. We switched to Domo because it was better than Tableau in customization and ease of deployment..”

**KiranMarri**

Senior Vice President and Chief Scientist at CSS Corp

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“A few of our internal customers are using Tableau, a few are using QlikView, a few are using Power BI, and a few are using Domo. We have varied usage but we are trying to expand Domo to be used in place of the other tools..”

**Verified user**

Business Analyst at a tech services company with 1,001-5,000 employees

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“We have opted to go away from Domo. We selected Sigma because of the price, along with our extensive use of input tables and Excel-focused sort of view.

Currently, my team, which consists of only a handful of people, went to Domopalooza and saw their latest and greatest offerings. We can replicate all of that, so it makes sense for us to own our data and own our AI and to build it so that it functions..”

**Kenneth Lines**

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Senior Director of Data Analytics at a educational organization with 201-500 employees

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“I'm familiar with Tableau. Tableau is more evolved and has many more features than Domo does, but Domo is still evolving. At some point in time it may be in a parallel position.

One of the major differences between them is the UI look and feel. In that area, Tableau is better. In Domo, you upload the data set and then you create the job which will be NRT — near real-time. You keep on scheduling the job; you can schedule it to run every minute. But in Tableau you can have a data set cached in your system or you can have a live data set from the DB. You can directly connect it from the database..”

**Verified user**

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Senior Software Engineer at a real estate/law firm with 10,001+ employees

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“I have worked with Tableau for a couple of years. Both Domo and Tableau have their pros and cons.

- Domo only has a cloud deployment while Tableau has on-premise.
- Domo has a complete, integrated ETL solution built-in, so it is quite powerful. That is something which is different from Tableau.
- In terms of the chart types, I would recommend Domo's charts over Tableau. Domo has charts, out-of-the-box, which are flexible and show many numbers, and it has a couple of year-on-year comparison charts, which you can directly use. With Tableau, you have to create them, which creates a lot of difficulty. So charts are something which are very good in Domo. With the sheer number of charts and visualizations, Domo scores over Tableau.
- But in terms of user flexibility, in my opinion Tableau has the upper hand, especially because Domo does not have the window functionality. There is a little more flexibility in terms of specific formulas that can be created within Tableau. You don't need to do it in the ETL or using SQL; you can do it within a report.

But in terms of what I have seen overall, Domo scores over Tableau..”

**Verified user**

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DW/BI Architect at a retailer with 10,001+ employees

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“We had Tableau. However, the problem with Tableau is it was part of the corporate team, and you had to wait a long time to get at least the way they set it up, where you had to make a request to get your data into the data warehouse. Then, it had to get loaded and cleaned and architected and then approved and pushed out to the production instance. You could start to run your reports after that. They might have to structure it so we just gave up on Tableau since it was such a heavy enterprise system, the way that the one company was using it.

That's the reason why the chief technical officer for our division brought in Domo, as it was a rapid solution that users could get in there, and analysts could start working right away and running reports and analyzing data. That's the only comparison I have. We were a Microsoft shop, and I don't know why we didn't consider Power BI. However, Smartsheet was the tool that was being used, so it didn't really come up as an option. My guess is if I go to my next Microsoft shop, I'll use Power BI instead of Domo since it's probably already in-house and cheaper, and it's pretty flexible and fast.

A company that I used to work for switched over to Power BI..”

**James John Wilson**

Business Development Manager at Freelancer

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# ROI

Real user quotes about their ROI:

“The return on investment is there, but if we can do the same thing for \$100,000 less, then it's not a good return investment compared to the other alternative..”

**Kenneth Lines**

Senior Director of Data Analytics at a educational organization with 201-500 employees

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“I think the ROI was a month and a half. It was really fast. Not only did I get seven people in the day-to-day aggregation of financial data, but they went from quarterly reports to real-time data. So that is something we could not measure..”

**BrianKing**

Independent IT consult at Kings adventure centure

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“One of our clients, for example, sees on a monthly basis how much money they are saving, on a cumulative basis. They say a certain type of conversion was only at 40 percent and now it has increased to 65 percent..”

**Verified user**

Senior Reporting Analyst at a outsourcing company with 1,001-5,000 employees

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“Aside from saving my own sanity, we're working on what the ROI is. I'm trying to equate a dollar amount for the ROI. I'm looking at the marketing information right now. Showing people the value of all the marketing efforts that we're putting forward will be where we see our return on investment..”

**LindsayRobbins**

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Manager of Program Operations at a manufacturing company with 1,001-5,000 employees

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“We have absolutely seen return on our investment. We created a strong business case that it was going to pay itself off in well under a year for the 650 licenses, for the first three use cases that I mentioned, the low-hanging fruit. And we just crushed it, we killed it. In the meantime, we haven't even used up all of those 650 subscriptions. We're right around 500 right now, and we've doubled, if not tripled, the use cases using that original set of licenses.

We hit all of the boxes that we thought we would, right out of the gate, and then we doubled or tripled the use cases that we've been able to fit in, all with the original investment..”

**Verified user**

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Project Manager at a energy/utilities company with 201-500 employees

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“We have seen ROI with Domo. For example, our finance team invested in Domo and they have saved around 20 days per month. They are now working more efficiently and their numbers have drastically changed compared to their previous year's performance. They can see how they're trending for the last month and they're efficiently planning their expenditures and forecasting accordingly.

Similarly, for our technology teams, we are doing different SLA metrics for incidents, problems, their availability, storage, etc. At one go they are now able to see the problem areas that are not performing and they can plan their technology maintenance accordingly. For some of the organizations within our company, their availability was around 91 percent. Against the standard of 99.9 percent available, they were losing 8 percent per month, which was going to cost us a lot in terms of penalties. They have identified their problem areas now and they are avoiding paying penalties.

Each of our internal customers has its own ROI like that..”

**Verified user**

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Business Analyst at a tech services company with 1,001-5,000 employees



# Use Case

“I primarily use Domo for building reports and dashboards against our Snowflake data warehouse. It is utilized in a university setting with a couple thousand students..”

## Verified user

Technical Project Manager at a educational organization with 201-500 employees

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“Our primary use case for the solution is creating operational reporting to help us make decisions that go live executive dashboard. We deploy the solution on cloud..”

## Verified user

Data Product Manager at a financial services firm with 11-50 employees

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“For a company that doesn't already have an electronic data warehouse, has disjointed data, and wants to have a repository and analysis all in one unit, that is what Domo's target market is..”

## Kenneth Lines

Senior Director of Data Analytics at a educational organization with 201-500 employees

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“Our primary use case for using Domo is from the consulting point of view. We use it for unified analytics where they have a lot of batch data and stream data. We want to combine and ensure, particularly that the deliverable side form categories, like real-time dashboard reporting, KPI-driven reports, ad hoc users, ad hoc reporting, as well as advanced analytics and data sets..”

**Sumit Chakraborty**

Vice President at Indium Software - Independent Software Testing Company

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“The solution was an aggregation of accounting information across the entire organization. Most of the controllers and accountants were using Excel or Access on their desktops in order to create the reports that they were generating. First of all, we parsed and imported all of the Oracle ERP and the other, JD Edwards ERP information into one, into Domo. And then we even imported some of the access database information from the other accountants into Domo and we generated the dashboard and KPI reports out of Domo..”

**BrianKing**

Independent IT consult at Kings adventure centure

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“Domo is a cloud intelligence software, so it's used in data analytics or analysis. It's a one-stop shop BI tool that handles the entire business intelligence process. Multiple components are involved when giving end-to-end BI solutions, for example, integration, ETL, data warehousing, data analytics, data visualization, data science, and machine learning, which Domo is capable of handling end-to-end. It's a tool that can do everything, and you can pull data from anywhere, from visualizations using advanced AIML concepts through it..”

**NaveenKumar24**

Founder & CEO at GWC

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup is the easiest thing to get into a total tangle-weave, similar to a cat's cradle nightmare. It is really easy to do, but difficult to do well..”

**Kenneth Lines**

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Senior Director of Data Analytics at a educational organization with 201-500 employees

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“The setup is straightforward and self-explanatory. We do not have to go through a lot of complex steps. The installation was very fast just a couple of minutes..”

**Sumit Chakraborty**

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Vice President at Indium Software - Independent Software Testing Company

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“The initial setup of Domo is more complex compared to Sigma. I would rate Domo as a six or a seven in terms of complexity, whereas I might rate Sigma as a nine in terms of ease of use..”

**Verified user**

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Technical Project Manager at a educational organization with 201-500 employees

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“There needs to be a proper setup trial provided for the solution. The data processing happens daily for around six hours, followed by report generation. Accordingly, the solution gets deployed with the changes every day..”

**Ajeet-Sachan**

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Architect at Sony Pictures Entertainment

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“The initial setup is straightforward compared to similar solutions we have set up, and we focused on many available data sets. We had one person that led the project that implemented it..”

**Ron Splittgerber**

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Rice Board of Directors and Kualie Coeus Functional Council at a university with 5,001-10,000 employees

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“The initial setup for Domo is very simple because it's a serverless approach where you don't have to maintain a server. You don't have to have the hardware. You don't need a support team or admin team for its setup. It's just a subscription model. When you want to buy this tool, you can directly contact Domo. I run an analytics company, so I'm a partner of Domo, and it's very easy to implement the tool in the initial stage. Setting the tool up is a very simple process..”

**NaveenKumar24**

Founder & CEO at GWC

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# Customer Service and Support

“Domo's customer service gets back fairly quickly but can be slow at times, especially for smaller clients. While they eventually provide the correct answers, their support for smaller customers could be improved..”

## Verified user

Technical Project Manager at a educational organization with 201-500 employees

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“Technical support is pretty good. However, when a customer claims, that it does not go well with the technical support because of certain items, customer support says, "Yes, it will work," but the technical support says, "We do have a limitation." So there is a gap or contradiction that needs to be addressed between customer support and technical support..”

## Sumit Chakraborty

Vice President at Indium Software - Independent Software Testing Company

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“There is the Domo Community which is a live brainstorming session with Domo experts who answer any queries. I make myself available to participate in that, so that I get quick answers to my queries. If there is anything beyond that, we, as an organization, reach out to the community. We will first try solutions if someone else has had the same kinds of bugs. If they have the answers we can finish it up ourselves. Otherwise, we have a BI team that will reach out to Domo and get the insights.

Overall, I would rate their technical support at eight out of 10. .”

**Verified user**

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Senior Reporting Analyst at a outsourcing company with 1,001-5,000 employees

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“I don't remember opening a ticket. I did at one company when we had a professional services team helping us set up the instance, and we had a success manager, who were all very skilled. For most of my time there, I was able to work with the implementation team that was able to answer any of my questions, or if there was any logic I was trying to work out, like to take daily snapshots is something that you need to be shown how to do, they could help. That said, once you have the model, you can copy it and replicate it across to other data sets.

I've never had a bug and do not remember saying "This system's not working.".”

**James John Wilson**

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Business Development Manager at Freelancer

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“The support with Domo primarily directs users to look up solutions in their giant knowledge base, and they rely on the large number of free conversations. There is an AI solution. There is some support, especially if you're talking about leaving them, suddenly they become much more engaged in solving problems.

In my case, I came in and everything had been set up before. Anything that was convoluted is really difficult to unwind, and there was a lot that was set up convoluted. The other problem is if you have too many admins, everyone can add data, and so the data can be added two or three times and become dependent in the format that it's in with the mechanizations of the data, their solution to ETL, being dependent on the formatting of each person and the way they added the data, and that can be a nightmare to unwind as well..”

**Kenneth Lines**

Senior Director of Data Analytics at a educational organization with 201-500 employees

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“As we are implementation partners with Domo, we closely work with their support team, particularly when building custom visualizations. We also support the Domo team in terms of building their solutions. For example, if customers have specific requirements, we get in touch with the Domo team and build the solutions. They're supportive, and in fact, we're planning for an event in the coming days. My company, GWC, in collaboration with Domo, we're going to have a conference in India, so very often we get into discussions with them in terms of Domo improvement areas, and whenever we need some support, we can contact their support team.

On a scale of one to five, with one being bad and five being excellent, Domo technical support would be four out of five..”

**NaveenKumar24**

Founder & CEO at GWC

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## Other Advice

“I rate the solution a nine out of ten. I advise new users to define a few folks on the IT side that are comfortable dealing with implementations in the cloud instead of on-premises..”

### Ron Splittgerber

Rice Board of Directors and Kualie Coeus Functional Council at a university with 5,001-10,000 employees

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“Pay very close attention to your data catalog development. Do your best to drive towards a common data catalog across the entire enterprise. So you do not have data that is tagged similarly from different data sets. I would rate Domo a seven out of ten..”

### BrianKing

Independent IT consult at Kings adventure centre

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“For mid-size or small customers, this is absolutely fine. However, this product has not been tested on a robust enterprise-scale application where we handle billions and billions of records. So this is where we see the application breathing out a bit. I would rate Domo an eight out of ten..”

**Sumit Chakraborty**

Vice President at Indium Software - Independent Software Testing Company

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“Overall, I would rate Domo as a six. In the early years, I might have rated it an eight, but as I have learned more about it, my assessment has gone down. We are a university, and we did not originally choose Domo; it was selected by a previous CFO. Our current evaluation indicates it might be oversized and costly for our needs, so we're considering alternatives..”

**Verified user**

Technical Project Manager at a educational organization with 201-500 employees

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“The solution is deployed on the cloud in our organization. The solution's visualization feature is good and meets whatever most of our customers want. It has all the standard charts and typical drill-downs, and it's quite easy. I would recommend the solution to other people who are considering using it.

Overall, I rate Domo a nine out of ten..”

**KiranMarri**

Senior Vice President and Chief Scientist at CSS Corp

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“Domo doesn't have a version because it's completely on the cloud, even if there's a change in the backend. It doesn't have any software that you need to install as Domo itself is a cloud tool.

My company is a Domo implementer with eight to ten projects executed, and with every project, there's a minimum of twenty-five to thirty end users of Domo, but the company has forty certified Domo developers. Every developer supports, on average, ten different users, so overall, the tool has three hundred to four hundred users.

The main reason my company decided to use Domo is that it's a one-stop shop BI tool, so it solves requirements for all customers. It can also integrate with any data source, and it's the only tool so far that can integrate with more than one thousand five hundred different data characters.

Another reason why my company chose Domo is because of the look and feel of the dashboard which is easy for the end-users to understand. Domo made it very simple. The tool is what people need as it has more algorithms and gives effective results.

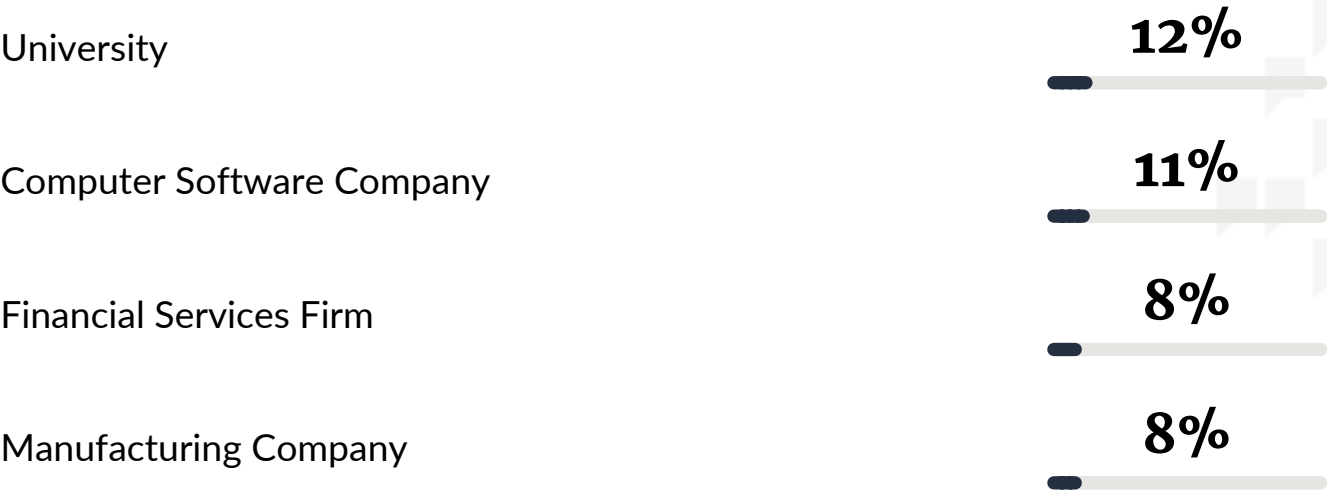
My advice to anyone planning to use Domo for the first time is to just get on a call with the Domo team and explain your requirement in detail. The Domo team will give you a demo, and after understanding the demo, you have to explain any problems and your requirements, so the Domo team will understand, and depending on your requirements and data sources, the team will suggest the particular approach you can take. This is what you have to keep in mind before you approach the Domo team for implementation.

My rating for Domo is eight out of ten because it's a cloud-based tool that's good for data security and it's user-friendly. Any other BI tool expert can easily learn the tool and start working on it. Domo has a drag-and-drop approach, so you don't have to be technically skilled to learn it.

My company is a partner of Domo..”

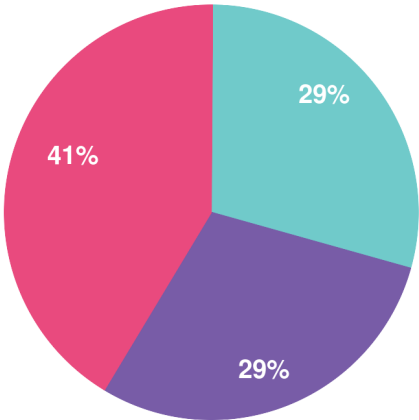
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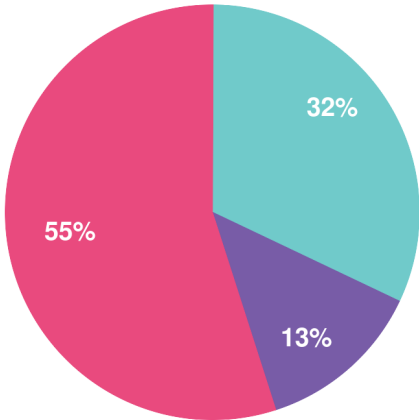




# Company Size

by reviewers



by visitors reading reviews



 Large Enterprise       Midsized Enterprise       Small Business

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